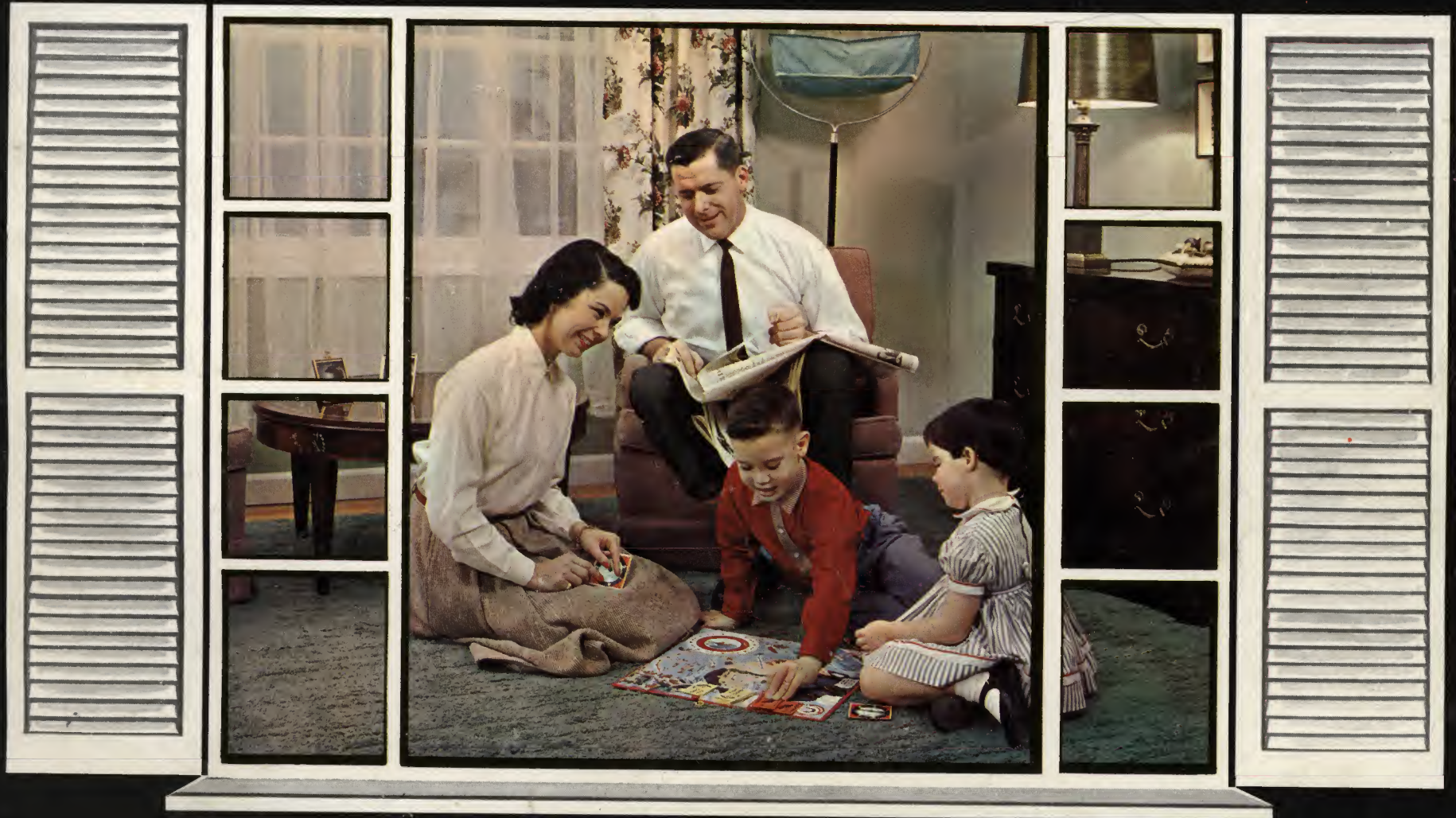


*Presenting . . .*  
A complete homes program

# GROSSMAN'S QUALITY AT LOW COST HOMES



**NO DOWN PAYMENT**

**\$1.00**

COPYRIGHT BY L. GROSSMAN SONS, INC.



# Presenting . . .

## THE **GROSSMAN** HOMES PROGRAM

*The most COMPLETE home program . . . The most PRACTICAL home program!*

THE GROSSMAN HOME PLAN PUTS HOME OWNERSHIP  
WITHIN EASY REACH OF EVERY RENT-PAYING FAMILY.

Inside . . . Outside . . . All Around . . . Grossman offers you SO MUCH MORE  
for your dollar . . . more in QUALITY that is engineered into every square inch  
of every Grossman Home . . . more in QUALITY at the *very lowest possible cost.*

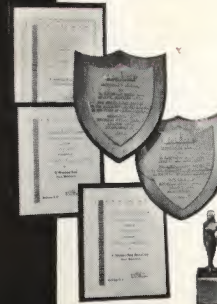


TODAY'S GROSSMAN HOME PLAN IS THE HIGHLY  
FINISHED PRODUCT OF MORE THAN 64 YEARS OF  
KNOW-HOW AND EXPERIENCE IN THE HOMES FIELD.  
. . . GROSSMAN'S HAS DEVELOPED BETTER METHODS  
AND PIONEERED IN EVERY WAY TO MAKE IT EASIER  
FOR YOU TO OWN YOUR OWN HOME . . . NOT AT  
SOME FUTURE DATE . . . BUT RIGHT NOW!

### **The GROSSMAN Quality Home at Low Cost**

Six time winner of national award for public  
service to home seekers.

Two time winner of national brand retailer award.





# OWN YOUR OWN HOME

DETACH  
AND MAIL  
THIS  
INFORMATION  
BLANK

**Now!**

TEAR HERE

*Yes . . . I would like Free help from Grossman's*

GROSSMAN HOMES, 130 Granite Street, Quincy 69, Mass.

Gentlemen:

I want to get started toward owning my own home and would appreciate any assistance you can give me.

MY NAME IS . . . . . PHONE NO. . . . .

STREET . . . . .

CITY . . . . . STATE . . . . .

The home in your booklet best suited for my needs is the . . . . .

I already have my own plans yes ☐ no ☐ I own land yes ☐ no ☐

I would like to start building — date . . . . . place . . . . .

I (and my friends) can do the following labor:

Excavating ☐ Making the Foundation ☐ Carpentry ☐ Plumbing ☐ Painting ☐

Electrical ☐ Grading and Landscaping ☐ Helping Professional Carpenters ☐

Please have your representative call ☐ Time . . . . . Date . . . . .

If we can be of further assistance let us know how we can help you. . . . .



NISSIE BERNARD EVERETT  
JOSEPH SIDNEY

## THE *Principles* OF GROSSMAN'S . . .

As a family firm, GROSSMAN'S sincerely and deeply believes it is a part of every American's true heritage to own his own home. Grossman's is dedicated to this principle and has developed the Grossman Home Program to help make this heritage possible.

Through home ownership every family can build security . . . an even better family life . . . and a better future. THE GROSSMAN HOME PLAN IS TRULY A HOME PROGRAM WITH A HEART.





# Presenting

FIRST CLASS  
PERMIT NO. 4606  
Sec. 34.9, P. L. & R.  
Boston, Mass.

**BUSINESS REPLY CARD**  
NO POSTAGE STAMP NECESSARY IF MAILED IN THE U.S.A.

**GROSSMAN HOMES**  
130 GRANITE STREET  
QUINCY 69, MASS.



**Mail  
This  
Postage  
Paid  
Card  
NOW!**

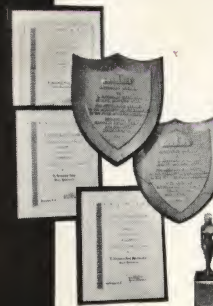


TODAY'S GROSSMAN HOME PLAN IS THE HIGHLY FINISHED PRODUCT OF MORE THAN 64 YEARS OF KNOW-HOW AND EXPERIENCE IN THE HOMES FIELD. . . . GROSSMAN'S HAS DEVELOPED BETTER METHODS AND PIONEERED IN EVERY WAY TO MAKE IT EASIER FOR YOU TO OWN YOUR OWN HOME . . . NOT AT SOME FUTURE DATE . . . BUT RIGHT NOW!

**The GROSSMAN Quality Home at Low Cost**

Six time winner of national award for public service to home seekers.

Two time winner of national brand retailer award.





# HERE COMES **GROSSMAN'S**

...creators of the Quality **GROSSMAN HOME** at Low Cost.



Established in Quincy, Massachusetts in 1897 and built on the premise of giving the customer the **MOST VALUE FOR EVERY DOLLAR . . .** the amazing growth of **GROSSMAN'S** from a modest beginning to its present position as the largest and most complete home building center in the entire Northeastern United States proves the strength of this premise.

Today, Grossman's has established itself as the leader in the homes field. Now, better than 1500 specially trained employees, along with the Grossman family itself, combine efforts to produce what is acknowledged in the industry as the finest quality, low cost Homes in America. And to further prove this fact . . . Grossman's is the one and only Home Building Center in the United States that has won the highly coveted Nation-wide Building Materials Industry award for "Outstanding Service to the Community and Industry." In addition, Grossman's has twice been honored with the highly sought national Brand Names Retailer of the Year Award.

*This hard-earned, honest reputation is your assurance that when you buy a Grossman home*  
**YOU BUY WITH COMPLETE CONFIDENCE.**

## DRAMATIC HIGHLIGHTS IN THE GROSSMAN HISTORY...

Grossman Homes is part of the same organization that had the initiative, vitality, imagination, and leadership to act boldly and positively in many instances involving industrial and community benefit.

**SANFORD, MAINE**



"The Town That Refused To Die" Now lives and prospers on new, diverse industries attracted there by Grossman's.

**AMSTERDAM, NEW YORK**



An entire town almost fully revitalized through Grossman's unique reindustrialization methods and efforts.

**PASSAMAQUODDY, MAINE**



Purchased by Grossman's from the Federal Government and is now being reindustrialized.





### THE FAMOUS "ORANGE AND BLACK" GROSSMAN FLEET

More than 300 trucks and trailers including highly efficient specialized vehicles speed Grossman homes to home buyers for "on-time" delivery to building sites.



### LUMBER and BUILDING MATERIALS

Boat loads, train loads, car loads, truck loads of finest grade lumber and materials. Grossman's huge volume purchases are a tremendous savings factor in the low cost of the Grossman home.



### PRECISION MANUFACTURING

Components being manufactured in a Grossman component plant to rigid Grossman specifications and standards . . . to insure a better home for less money.

### HINGHAM, MASS., SHIPYARD



Fully occupied industrial park since Grossman's acquired it when it was no longer needed by the Navy.

### QUINCY, MASS. MUNICIPAL PARKING AREA



Now duplicated by leading cities. Originally conceived by Grossman's and executed by the City of Quincy.



### GROSSMAN DESIGN AND ENGINEERING DEPARTMENT

The finest staff of designers, architects and engineers in the country combine their talents and skills to produce the finest quality home at low cost . . . The Grossman Home.



### Typical Grossman Home Building Centers

Some of the many, complete One-Stop Grossman Home Building Centers . . . Centers that combine a spirit of old fashioned helpfulness with modern innovations and services. Here is practiced that adage . . . *First with the First.*



### WAREHOUSING AT ITS BEST

Strategically located to provide prompt, efficient delivery. This warehouse is a model of electronic efficiency completely controlled with the very latest IBM equipment. Size of this warehouse? . . . if turned on end would be equivalent to a 60 story skyscraper.

### POZNAN, POLAND INTERNATIONAL TRADE FAIR



Grossman's . . . selected by the United States government to represent the United States in the home building materials field at the International World's Trade Fair in Poznan, Poland.



# THE Grossman's HOMES PROGRAM

**4 Home Ownership Plans . . . Personalized To Suit Your Individual Needs, Skills, Budget**

**Now, choose the plan that suits you best.**

## **COMPLETE MATERIALS**

**1** If you prefer to build your own home yourself, Grossman's supplies you with the complete materials. In addition, Grossman's will provide you **FREE OF CHARGE** all necessary instructions, working plans, guidance and advice. In recent years, over 10,000 families have done most or practically all of the building themselves. Now . . . Grossman's **NEW, PRE-ENGINEERED COMPONENT HOME ACTUALLY MAKES IT EVEN EASIER FOR YOU TO DO IT YOURSELF.** Obviously, this is the way you can save the most money on your home.

## **SHELL ERECTED**

**2** Grossman's gets you off to a flying start. Possibly you will want to participate in some of the building of your home . . . with a co-operative building program, Grossman's will install the foundation (if required) and erect the "shell" consisting of the complete exterior of your home, roof with shingles applied, interior wall partitions in place and ceilings strapped . . . and then supply all the materials you will need to complete it . . . even to the wax on the floor.

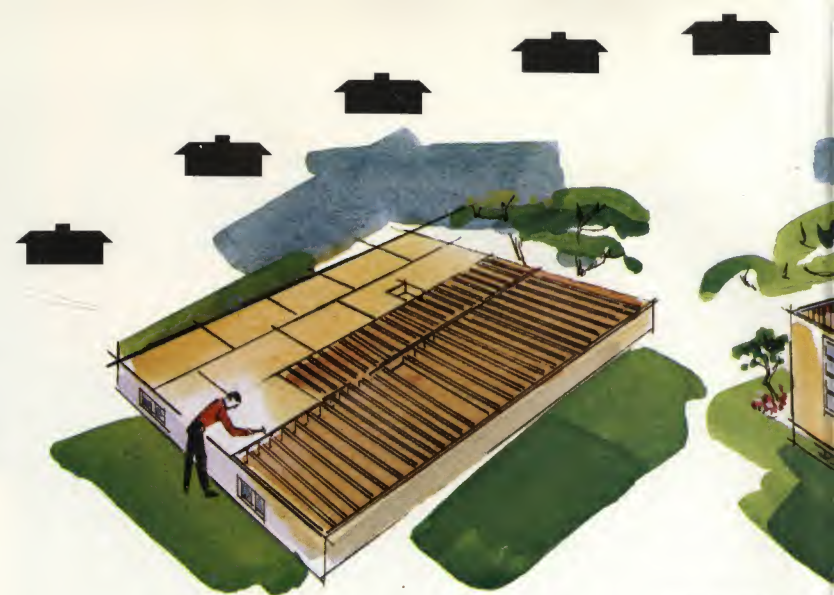
## **SHELL ERECTED PLUS ADDITIONAL CONSTRUCTION**

**3** A real easy way to own your home and **STILL SAVE MONEY.** Your home built practically ready to live in. The complete shell erected for you as in plan #2 above **PLUS** Grossman's will complete the home to any stage desired including installation of plumbing, heating, electrical, chimney as required . . . and then supply all the materials you will need to complete it.

## **COMPLETELY BUILT . . . READY TO MOVE IN**

**4** Your home completely built for you on your own lot of land . . . ready to move in!

Remember . . . all you need to own your own Grossman Home is your lot of land . . . and a steady income . . . **YOU DON'T NEED A DOWN PAYMENT!**



Floor goes on first

Exterior wall component complete with doors and windows are installed next

**THE COMPONENT HOME IS A BETTER HOME BECAUSE IT IS SCIENTIFICALLY DESIGNED TO BE STRUCTURALLY STRONGER . . . AND THE GROSSMAN COMPONENT HOME IS BEST OF ALL!**

The component home is quicker to build, easier . . . and superior by far. To evaluate the fine quality and the structural soundness of your Grossman Home, see what goes into it and how it is built. **YOUR GROSSMAN HOME IS BETTER BECAUSE IT IS COMPONENT ENGINEERED.**

All GROSSMAN HOMES are carefully pre-engineered and designed to provide for future additional space needs such as:

ADDITIONS • SPARE BEDROOMS • PLAYROOMS • PORCHES  
BREEZEWAYS • DORMERS • GARAGES • CARPORTS

Any of these can be added at a later date, quickly, easily, and at very modest cost.



# THERE IS NO EASIER HOME OWNERSHIP PROGRAM THAN GROSSMAN'S

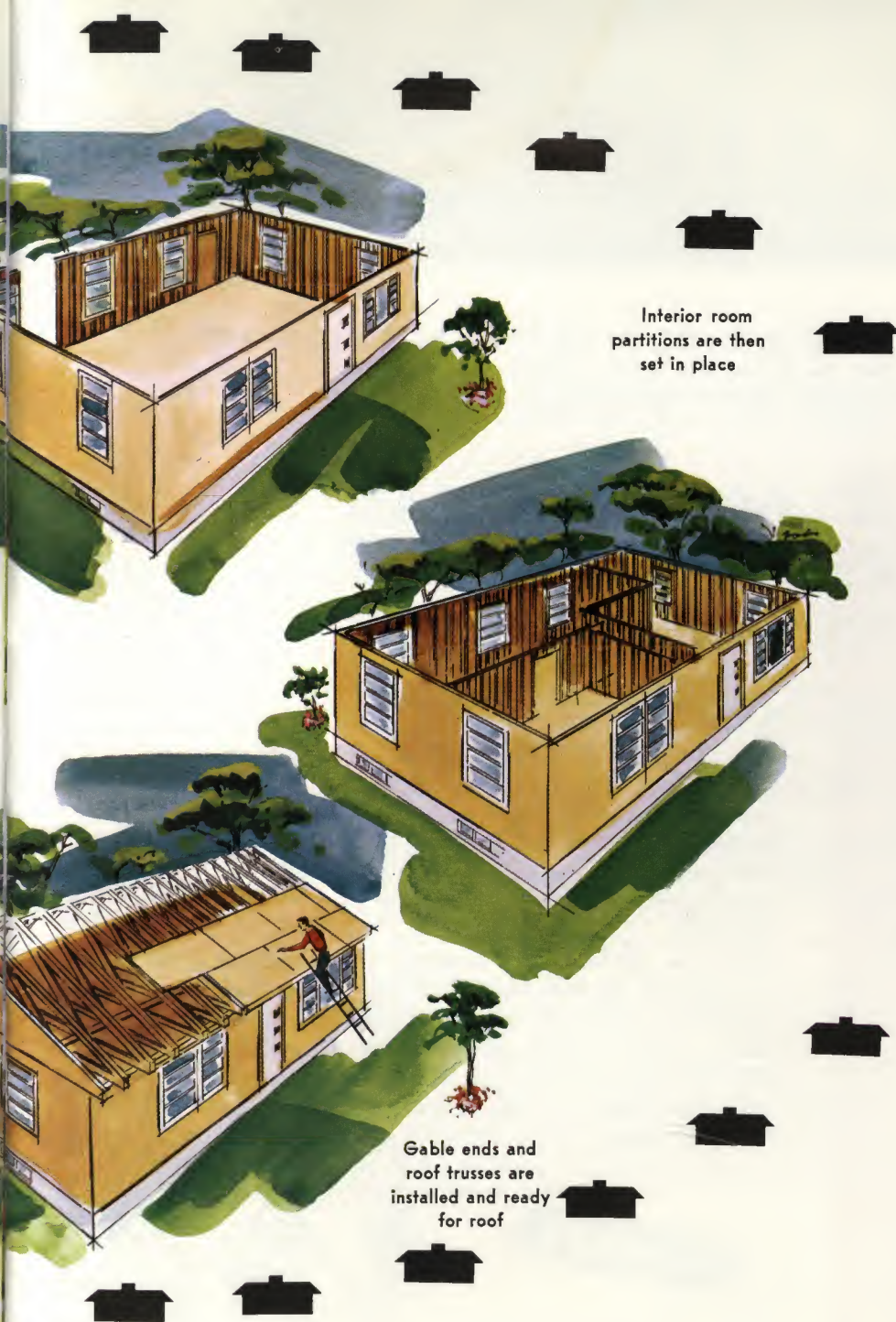
*You Can Start To Enjoy Tomorrow TODAY*

**You Don't Have to Wait to  
Own Your Own Home**

*because:—*

- **YOU DON'T NEED A DOWN PAYMENT**
- **YOUR MONTHLY PAYMENT IS SMALL, OFTEN LESS THAN YOUR PRESENT RENT**
- **YOU ACTUALLY BUY YOUR QUALITY HOME FOR LESS AT GROSSMAN'S**
- **YOU CAN SAVE THOUSANDS OF DOLLARS**
- **GROSSMAN SAVES YOU PAYING DOUBLE RENT.** You have no extra rent-money worries while you are building your home. Grossman allows you a reasonable period to build your home without paying "double rent."

There is no need to delay home ownership. There is no easier home ownership plan than the Grossman plan . . . so select the home you like best and visit Grossman's right away . . . don't delay . . . **GET STARTED TODAY!**





YOUR **GROSSMAN HOME** IS YOUR BEST VALUE  
BECAUSE YOU GET **EVERYTHING**  
IN YOUR GROSSMAN HOME

*There is no better home value than the Grossman home. Check the chart below and see positive proof that the Grossman home is best*

	GROSSMAN HOME	HOME A	HOME B	HOME C	HOME D	HOME E
Choice of 4 Home Plans	✓					
Complete Rough Plumbing	✓					
All Bathroom Plumbing Fixtures	✓		✓			
Automatic Hot Water Heater	✓					
All Kitchen Plumbing Fixtures	✓		✓			
Complete Heating System	✓		✓			
Complete Rough Electrical	✓					
Electric Fixtures	✓					
Chimney Complete	✓					
Complete Exterior Paint	✓	✓	✓		✓	
Complete Interior Paint	✓		✓			
Roof Shingles	✓	✓	✓	✓	✓	✓
Exterior Siding	✓	✓	✓	✓	✓	✓
Side Wall Insulation	✓			✓		
Ceiling Insulation	✓		✓	✓	✓	
Kitchen Floor Tile	✓					
Bath Floor Tile	✓					
Oak Flooring — Select Grade	✓					
Interior Doors and Trim Complete	✓	✓	✓	✓	✓	✓
All Nails	✓	✓	✓	✓	✓	✓
Plaster or Plasterboard for Walls	✓		✓	✓	✓	✓
Plaster or Plasterboard for Ceilings	✓		✓	✓	✓	✓
Complete Architectural Plan	✓	✓	✓	✓	✓	✓
Complete Plumbing Plan	✓					
Complete Heating Plan	✓					
Electrical Layout Plan	✓					
Itemized Material List (for your protection)	✓					
Bonded Title Search	✓					
Grossman's Flexible Financing	✓					
Free Custom Designing	✓					

**EVERYTHING** includes **PLUMBING . . . HEATING . . . ELECTRICAL . . . CHIMNEY** as well as *all the material* required to build your home as shown in the complete Grossman Home specifications on the opposite page.

. . . and not only do you get **EVERYTHING IN YOUR GROSSMAN HOME** . . . But you get the *very best of everything*. Materials are always carefully selected, inspected and tested; then their use is specifically planned and designated, step by step, for proper construction and maximum savings . . . and after you receive the best materials . . . Grossman's gives you that most important extra . . . "Follow through"!

In fact, so carefully is the Grossman Home planned, it is accepted by more than 550 banking institutions. This fact in itself is the hallmark of "quality throughout" . . . and for further proof of this fine engineering **GROSSMAN HOMES** have been accepted by the V.A., the F.H.A., as well as builders, homeowners and contractors.



✓ — FURNISHED AS PART OF PACKAGE



YOUR **GROSSMAN HOME** IS YOUR BEST VALUE...

BECAUSE YOU GET THE **BEST OF EVERYTHING**  
IN YOUR GROSSMAN HOME

THE GROSSMAN HOME IS COMPLETE...

YOU GET EVERYTHING YOU NEED... COMPARE!

**LUMBER** — High quality Western graded stock.

**ROOFING** — Top quality, heavy thick butt, self sealing asphalt shingles.

**MILLWORK** — Selected quality grades for door and window trim; baseboard; closet shelves and poles; stair treads; stair railings and mouldings.

**WINDOWS** — Choice of double hung; or awning as shown. Completely assembled, weather stripped for added protection. Picture windows as shown.

**DOORS & FRAMES** — Exterior frames completely weather stripped with aluminum. Choice of modern exterior doors. All interior quality frames, sliding doors where specified. Flush mahogany interior doors.

**SHEATHING PAPER** — For roof; sidewall and sub flooring.

**LOUVRES** — For attic, ventilation. Square or triangular, as specified.

**EXTERIOR SIDING** — Choice of: 18" squared and rebuted double course shingles — 11" plus or minus exposure. 18" prime grade cedar shakes, double course 14" exposure... 1/2" x 8" red cedar clapboards 6" exposure... 16" red cedar shingles. #1, single course, 6 1/2" exposure.

**INSULATION** — Top quality for exterior walls and ceilings (Reflective)

**EXTERIOR TRIM** — Clear dry stock for all exterior trim.

**HEATING** — Perimeter automatic gas fired forced warm air. Prefabricated duct work with modern baseboard diffusers. (Hot water or steam systems available as optional extra.)

**PLUMBING** — Complete top quality with modern styling for bathroom. Recessed tub with built-in shower, closet combination, lavatory, and recessed double sized sliding door medicine cabinet with convenience light fixture. For kitchen — cast iron double bowl sinks complete with all fittings including single lever faucet or 42" metal sink and cabinet with all fixtures. Pipe and Fittings: Extra heavy soil pipe, vents, and

copper water service pipes. Automatic domestic heater 30 gal.

**ELECTRICAL** — Complete house wiring, receptacles, switch boxes, outlets, fuse boxes and ceiling fixtures. 100 AMP service entrance and ground.

**MASON SUPPLIES** — Chimney block, common brick, mortar, flue lining and clean out door. Double flue lining fire brick and fireplace unit furnished complete with grills when fireplace specified, or choice of pre-fabricated chimney.

**HARDWARE** — Quality locksets, hinges, for all doors. Sash locks for all windows. Coat and hat hooks. Even doorstops.

**FLASHING** — Lead, zinc and aluminum, where specified for door, window, and chimney.

**PAINT** — Famous quality brands — long lasting for exterior and interior. Complete with primer. Choice of colors.

**WALLPAPER** — Choice of smart modern patterns at no extra cost.

**NAILS** — All proper sizes and types required.

**WALLS & CEILINGS** — Choice of: Fire-resistant gypsum plaster board, complete with tape joint compound for invisible, crack free joints for interior walls and ceilings, or Rock-lath for plastering walls and ceilings.

**FLOORING** — Select quality oak for best beauty and performance. Individual tiles for kitchen and bathroom (choice of colors and patterns).

**KITCHEN CABINETS** — Choice of knotty pine, plywood, or manufactured factory built super satin smooth KD ready for assembly. (Optional extra.)

**WALL TILE** — Quality individual plastic tile or ceramic tile, 4 1/2 feet high. (Optional extra.)

**OPTIONAL EXTRA** — You may also include in your home as an optional extra — garages, breezeways, dormers, porches, shutters, exterior railings and steps, window boxes and trellises.

### QUALITY FEATURES FOUND IN EVERY GROSSMAN HOME

LARGE ROOMS • OVERSIZED WARDROBES • SELECT OAK FLOORS • ALL 'ROUND INSULATION  
HIGHEST QUALITY, FAMOUS BRAND MATERIALS • GOOD VENTILATION • FULL SIZED  
BED ROOMS • LINEN CLOSETS • AUTOMATIC HEATING • COPPER TUBING PLUMBING  
FULL 100 AMP ELECTRICAL SERVICE • WELL PLANNED INTERIORS • FAMILY SIZED LIVING  
ROOMS • FULL SIZED MODERN BATHROOMS.







# Devonshire

A long, low and stylish ranch home. Modern, cheery, spacious and so comfortable

Three good size, well ventilated bedrooms

Big, comfortable, "scene-o-matic" window living room

Modern, spacious open-plan living area

Convenient, sliding-door roomy wardrobe closets

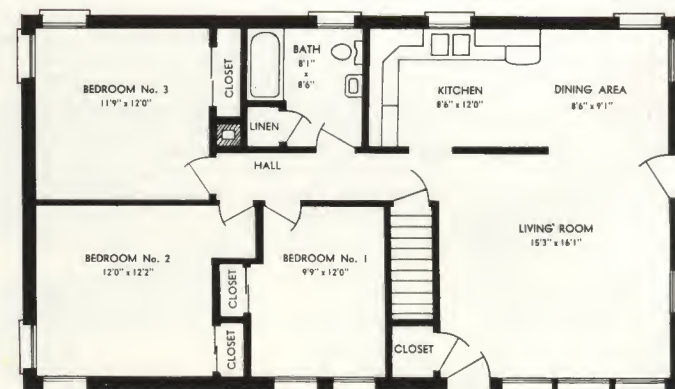
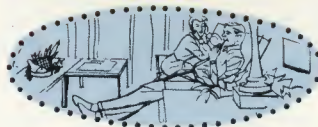
Beautiful exterior decorating panelling

Extra-large bathroom with roomy linen closet

Modern, efficient perimeter automatic heating system

Attractive, protective, wide roof overhang

**NO DOWN PAYMENT**



THE DEVONSHIRE  
24'-8" x 44'-8"

A home of your own is the very best investment in happiness and security . . .  
A Grossman home is the best home investment.





# Madison

Inside . . . outside . . . all around . . . The Madison has been planned for convenient, comfortable family living to its fullest extent

Huge 21'-8" x 12'-0" protected arched porch . . . more than big enough for every type of family entertainment as well as relaxation

Three well ventilated bedrooms with sliding-door closets

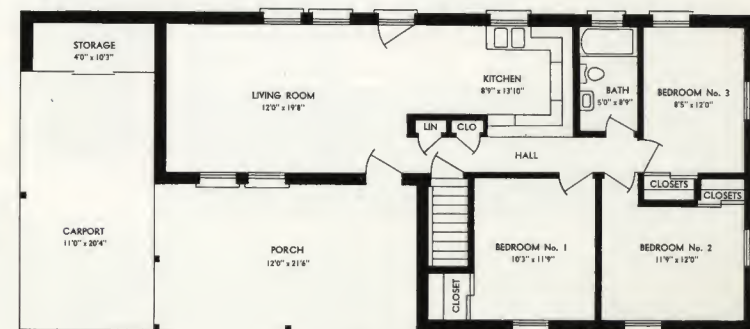
Large family-size "front-to-back" living room

Step saving "work saver" kitchen with loads of counter space

Extra large carport with huge, enclosed storage and utility area

Distinctive board and batten vertical siding combined with double course shingles create a charming Colonial effect

**NO DOWN PAYMENT**



**THE MADISON**  
24'-8" x 48'-4"  
24'-8" x 59'-0"  
with carport

Remember, simplicity wears well through the years.  
Grossman designs concentrate on function and livability . . .



# INTRODUCING GROSSMAN'S NEW

## Normandy

Space saving open "U" shaped, efficiency kitchen loaded with extra counter space

Cozy open dining area enhances the charm of this home

Guest clothes closet and linen closet features space saving folding doors

... and the Normandy is especially designed for easy maintenance and low, low upkeep





# FRENCH PROVINCIAL HOME X

Traditional double-window living room that truly emphasizes space and airiness  
Three comfortable bedrooms, each with sliding-door wardrobe closets  
Full size decorator styled bath



## GROSSMAN'S LOWEST PRICED THREE BEDROOM HOME . . .

AND LOOK AT THE VALUE THAT HAS BEEN PACKED INTO THIS HOME

- . . . yes, look at the size
- . . . yes, look at all the room
- . . . yes, look at all the rooms
- . . . yes, look at all the plus features
- . . . then, COMPARE the price

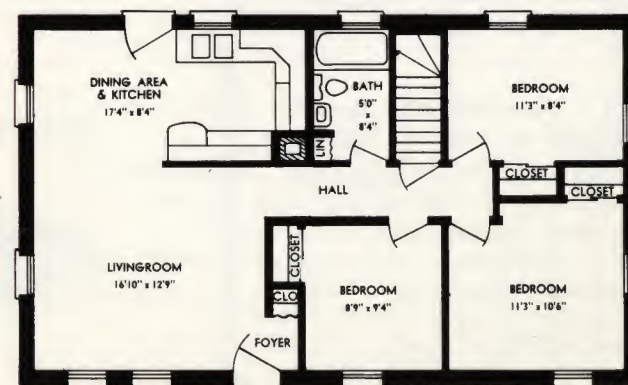
**We judge this home**

### BEST VALUE FOR THE MONEY

Looking at the delightful style and charm of this superbly designed home, it is hard to realize that this is **GROSSMAN'S VERY LOWEST PRICED THREE BEDROOM HOME.**

A full 38' in length The Normandy provides good family living at a tremendously low, money-saving price . . . A compact home that is **BIG IN VALUE . . . BIG IN COMFORT.**

*Where economy is an important requisite without sacrificing quality and value, GROSSMAN'S highly recommends The Normandy.*



THE NORMANDY  
22'-0" x 38'-0"







# Grandview

Homeowner's delight . . . a big, comfortable, spacious six room, three bedroom home designed for maximum livability

Three roomy bedrooms in privacy zone separated from living area

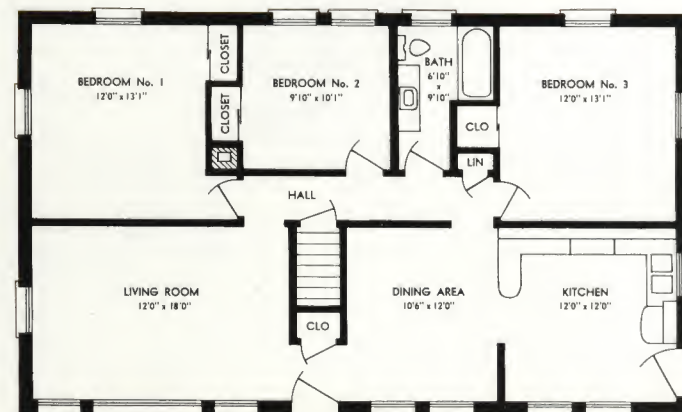
Family dining room to accommodate even the large family for those happy holiday celebrations

Room-wide picture-view window in spacious, airy living room

Big family-sized work-saver kitchen makes meal preparation a pleasure

Double course shingles provide striking shadow-line beauty as well as extra insulation

**NO DOWN PAYMENT**



**THE GRANDVIEW**  
26'-0" x 44'-8"

Call on Grossman's for Free Advisory Service on any home problem or question. Regardless of what it is you want to know about housing . . . Grossman's can help you.





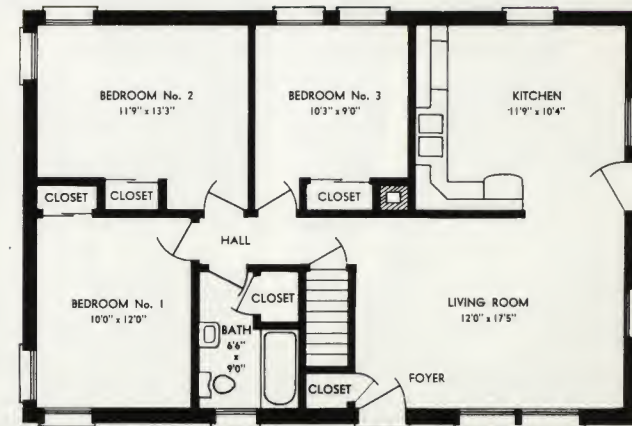
# Brookledge

The Brookledge has all the advantages of space, comfort and convenience usually found in luxury priced homes despite its low cost!

- Three cheerful, airy, full size bedrooms
- Work-saver, wife-saver kitchen with adjoining dining area
- Big, roomy wardrobe closets with space saving sliding doors
- Modern, luxurious bath with large linen closet
- Huge, double service carport . . . use it to protect your car or as a protected family recreation area

Grossman experts completely pre-planned EVERY GROSSMAN HOME KITCHEN for easy "arm-reach convenience" and "fingertip efficiency."

**NO DOWN PAYMENT**



24'-8" x 38'-0"

THE BROOKLEDGE

24'-8" x 52'-0"  
with carport



**GROSSMAN'S PROUDLY PRESENTS**

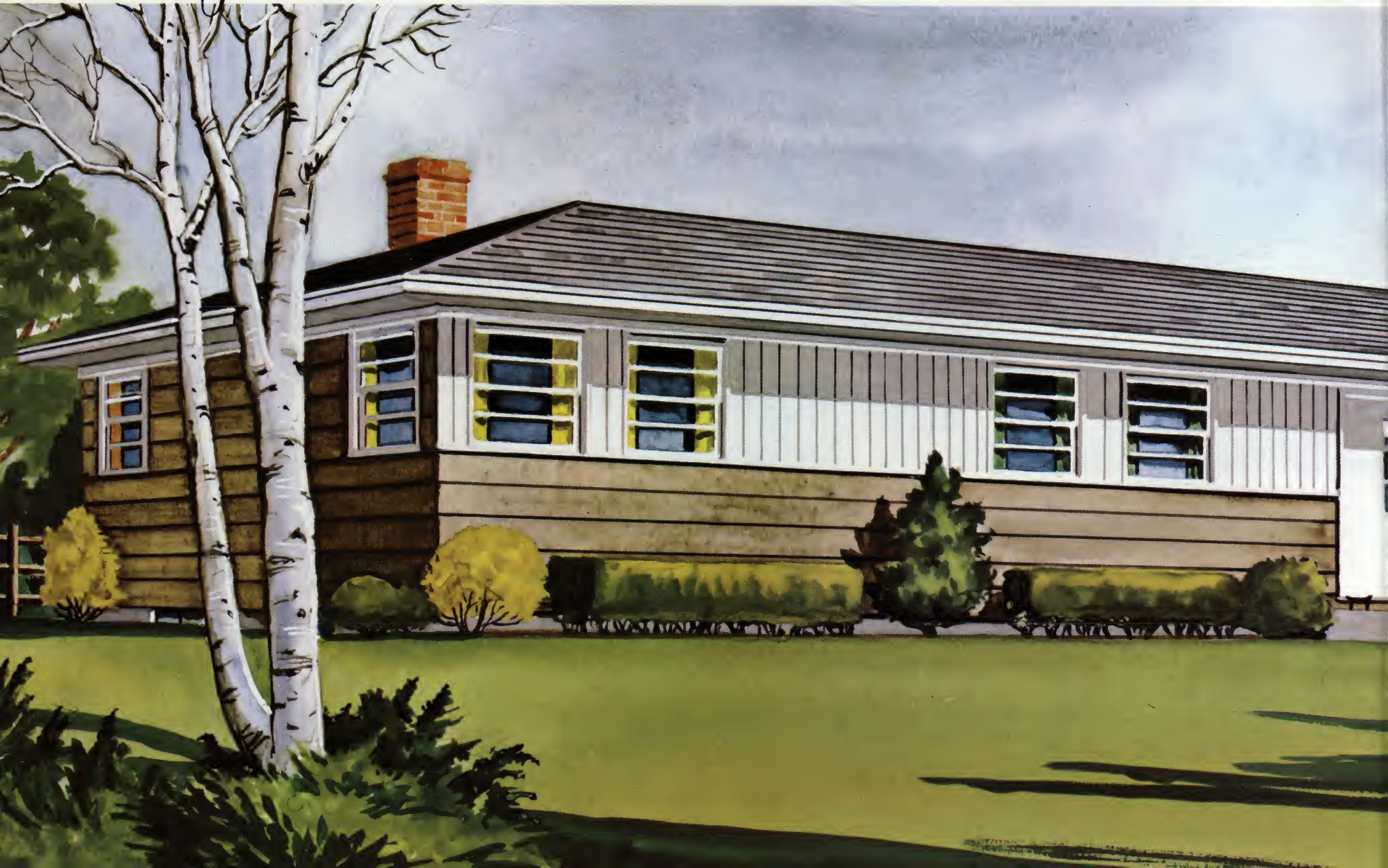
# Longwood

The Longwood is a classic example of ranch styling . . . functionally designed for enduring beauty and gracious living

An exceptionally well executed floor plan with excellent room arrangement and efficient traffic pattern

Three generous bedrooms will accommodate twin or full-size beds

Country sized "work saver" kitchen adjoins open dining area



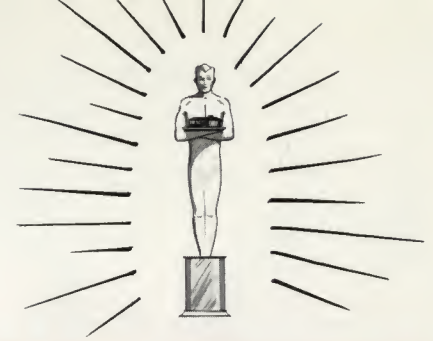


# THE AWARD WINNING LONGWOOD

Large picture-ramic window that seemingly brings the outdoors right into your living room

Graceful sweeping hip roof with wide overhang provides full weather protection

Wide exposure, shingled exterior for shadow line beauty enhanced by color styled or California Redwood panel trim



Here it is . . .

## GROSSMAN'S AWARD WINNING HOME OF DISTINCTION

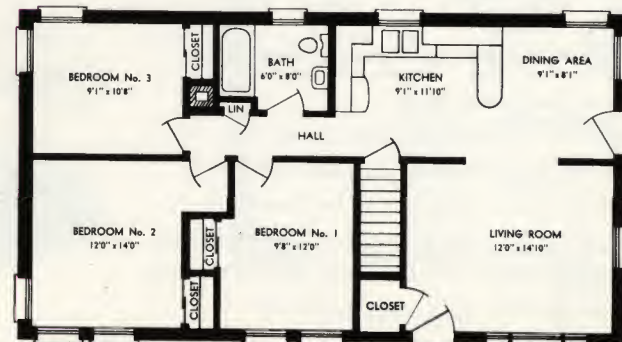
### THE LONGWOOD

. . . First Prize Winner because of . . . best value

. . . best livability . . . best design

*From a highly competitive field of 58 entries, a panel of judges representing the entire home industry, picked the LONGWOOD as the home that offered the best design, livability and VALUE.*

This home with its clean, elegant lines will stay in style for years to come. It contains all the features that the Women's Congress for Better Housing, in Washington, D. C., listed as being a "must" in every modern home. Some of these features included a good sized kitchen at the rear of the house with plenty of counters and cabinets. Big family living room . . . good traffic pattern. Plenty of closets. The LONGWOOD includes these features, plus many more! GROSSMAN'S proudly recommends this home to you.



THE LONGWOOD  
22'-0" x 42'-0"







# Fieldbrook

A superb four bedroom home of impressive size for the large family

Four full-sized, well ventilated bedrooms

Two complete bathrooms plus half bath

Master bedroom boasts its very own full size bathroom

Sliding-door wardrobe closets in all bedrooms

Smartly-styled front entrance with convenient clothes closet

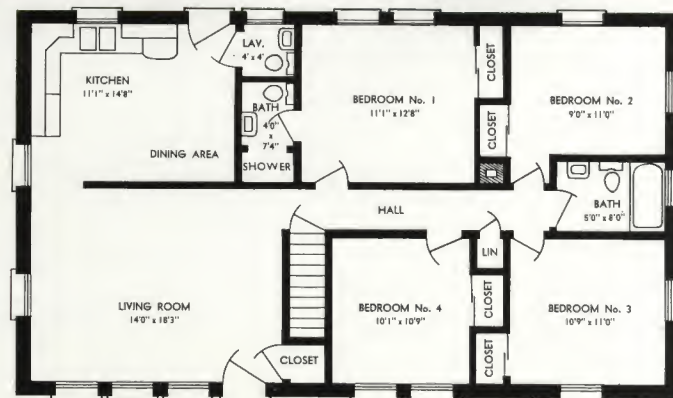
Spacious, comfortable living room has large picture window

Long, unbroken roof line, with wide overhang  
protects as it beautifies

**NO DOWN PAYMENT**



Grossman's considers your family's changing needs  
and plans your home with an eye to the future!



**THE FIELDBROOK**  
26'-0" x 46'-0"





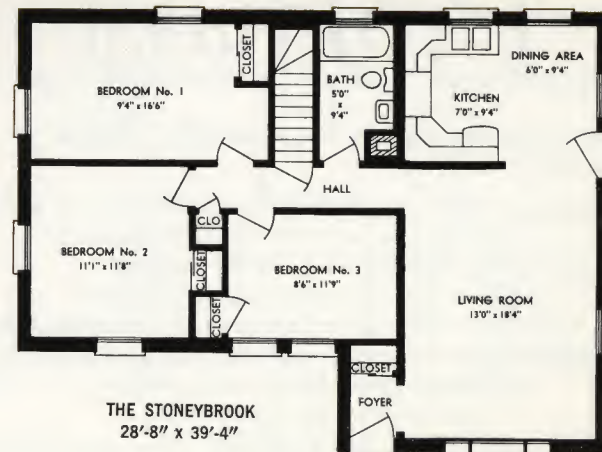
# Stoneybrook

A gracious, spacious home that exemplifies family living at its very best

- Three full size bedrooms with closets
- Privacy front entrance with guest clothes closet
- Completely modern luxury bathroom with shower
- Extra large living room with "picture-view" window
- Space saving, work saving "U" shaped kitchen
- Distinctive and highly stylized exterior created through the unique blending of striking wall coverings

There is a Grossman Home to fit your pocketbook . . . investigate the Grossman home today!

**NO DOWN PAYMENT**







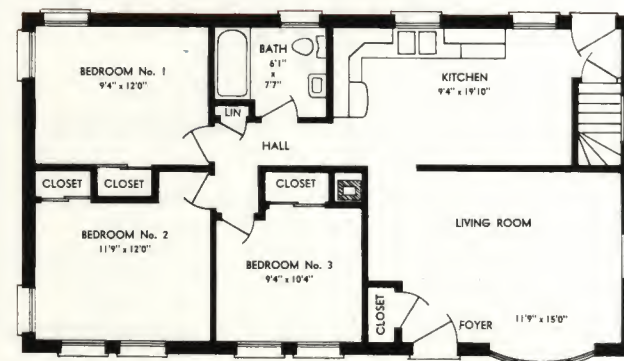
# Parkhurst

A modern, beautiful practical home especially designed for the growing family

- Three large, light and airy bedrooms, each with two windows
- Sliding-door wardrobe closets throughout
- Handy guest clothes closet at front entrance
- Modern decorator styled bath with shower
- Efficient "Work-Saver" kitchen with large dining area
- Spacious living room with distinctive, ventilating bow window
- Protective roof overhang, extra wide over entrance and bow window

Every Grossman Home is packed with practical, proven ideas that home owners have always wanted . . . another good reason why the Grossman home is best.

**NO DOWN PAYMENT**



THE PARKHURST  
22'-0" x 40'-8"





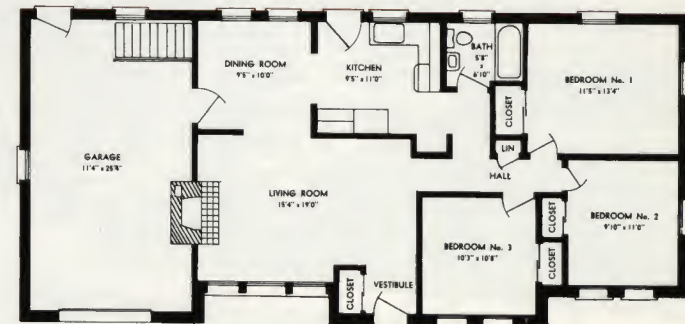
# Meadowbrook

A beautiful, spacious ranch style home especially suited to luxurious country or suburban living . . . The Meadowbrook is a masterpiece of home planning where the emphasis has been placed on comfort and convenience

- Three twin-sized bedrooms in privacy zone
- Fireplaced living room with wall-to-wall picture view window
- Modern family-sized kitchen with dining area
- Attractive semi-formal, family-sized dining room
- Privacy front entry with sliding door guest clothes closet
- Oversized garage with overhead door has plenty of extra room for storage

One of the best reasons for buying a GROSSMAN HOME . . . It is the easiest way to provide security and a better way of life for your family.

**NO DOWN PAYMENT**



**THE MEADOWBROOK**  
26'-0" x 57'-4"



**GROSSMAN'S NEW**

*A brand new, two-level home . . . another striking innovation by Grossman's in unique home design.*

# Ambassador

Lower level, equipped with matching double-hung windows,  
is planned to accommodate up to four additional rooms

Double coursed shingles, Colonial entrance  
and cantilevered upper level combine to create unusual effect and striking beauty





# AMERICAN COLONIAL RANCH

*Lower level can be easily and quite inexpensively completed to provide plenty of extra rooms for family fun, study, living*

Three spacious bedrooms away from activity zone

Large, light living room with picture view window

Distinctive new style entrance with charming split-level foyer

Extra large built-in garage with sectional overhead door



## AND STILL ANOTHER GROSSMAN AWARD WINNING HOME

**SELECTED AND FEATURED**

**ON TELEVISION'S UNIQUELY DIFFERENT HOMES PROGRAM**

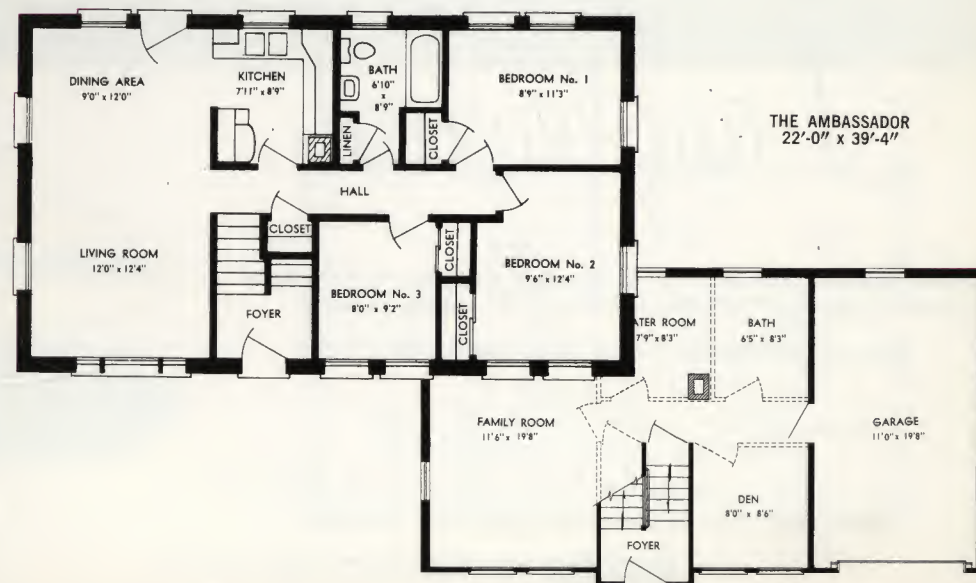
**BUILDERS' SHOWCASE**

**ON BOSTON'S C.B.S. TELEVISION STATION**

*We are tremendously proud of this homes achievement*

To meet the requirements of homes appearing on TV's Builders' Showcase, means that The Ambassador home met and passed the exceptionally high standards that Builders' Showcase demands . . . and not only did The Ambassador meet these rigid specifications . . . but SURPASSED them.

Every detail in this home received the most careful consideration, utmost inspection and study . . . Quality control was maintained throughout at an exceptionally high level . . . the result . . . ONE OF THE FINEST HOMES EVER ENGINEERED BY GROSSMAN'S . . . The Ambassador home.







# Tanglewood

A remarkable achievement by Grossman's . . . here are all the most wanted features of a home for country or suburban living

Three large bedrooms with sliding-door closets

Each room has two windows

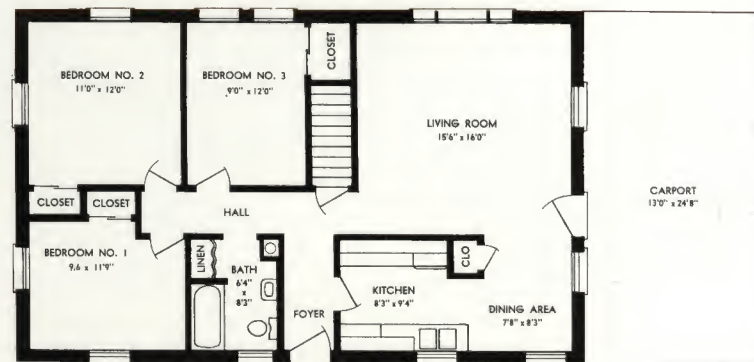
Large living room with picture window in rear and privacy side entrance from carport

Elegant "work-saver" kitchen with adjoining dining area

Distinctive 3 piece bathroom with spacious linen closet

Grossman Homes opens the door to a new world of luxury living that even families with budgeted dollars can enjoy.

**NO MONEY DOWN**



**THE TANGLEWOOD**  
24'-8" x 53'-8"  
(including carport)





# Woodlawn

Designed for a narrow, or corner lot

Large 19 foot living room with plenty of windows

Three good size bedrooms in privacy zone

King size sliding-door wardrobe closets throughout

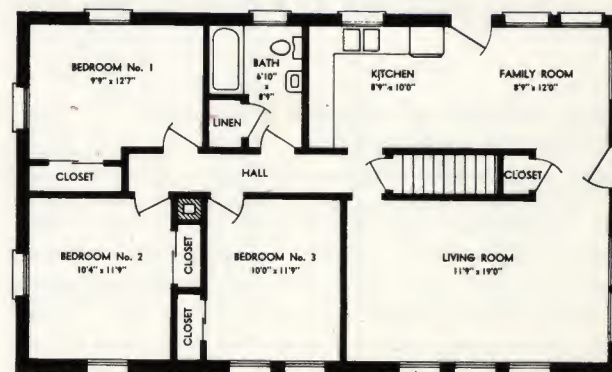
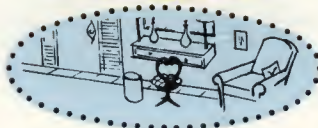
Modern bath with linen closet, off central hallway

Large ell-shaped "work-saver" kitchen with dining area

Family room — a large spacious Family Room just off open kitchen that will be destined to become the family center

A charming modified Ranch especially suited for a narrow or corner lot . . . add a breezeway and garage and you have a home that will be perfect for all types of locations.

**NO DOWN PAYMENT**



THE WOODLAWN  
24'-8" x 42'-8"





# Cedarcliff

An elegant split-level of dramatic proportions . . . the last word in style and gracious living

Upper level privacy zone has three large, twin-size bedrooms

Lower level combines extra large living room, dining area and kitchen into a striking open plan living area

All bedrooms have excellent ventilation and sliding-door wardrobe closets

Modern decorator style 3 piece bath with shower and built-in linen closet

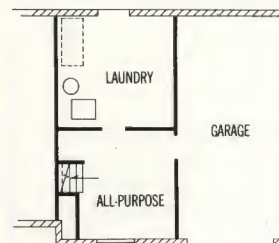
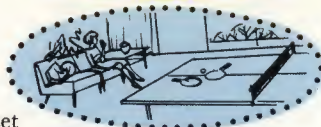
Stylish central hallway lends grace and beauty to entire interior

Spacious 20 foot living room has large double windows on two sides

Dining area adjoins beautiful "U" shaped "work-saver" kitchen

Oversized built-in garage with loads of extra storage area

**NO MONEY DOWN**



THE CEDARCLIFF  
26'0" x 44'0"

Begin enjoying tomorrow today. There is no easier way to home ownership than with a Grossman plan.





# Esterbrook

To get the very most out of a home for space, comfort, convenience . . . it's a wise homebuyer that selects a Garrison colonial

Two stories that provide for six extra-large rooms with living and sleeping areas on separate floors for maximum comfort and convenience

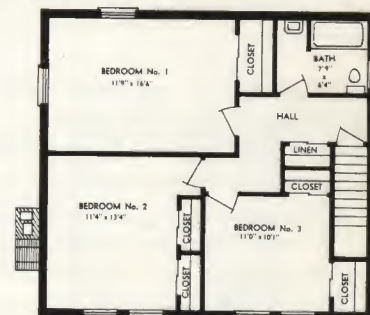
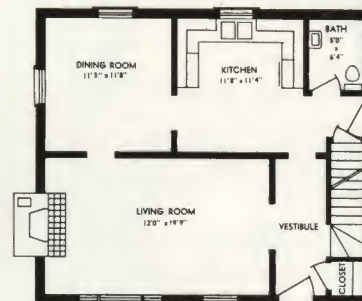
Full-size modern second-floor bathroom with a convenient half-bath on first floor

Huge 20' living room with handsome end-wall brick fireplace

Front to back hallway with second floor stairway gives a perfect traffic pattern with maximum privacy

Well located, large dining room is placed between the living room and the extra-large, family size kitchen

**NO MONEY DOWN**



Invest your rent in your family's happiness and security through a quality Grossman home at low-cost.

**THE ESTERBROOK**  
24'8" x 28'8"





# Dennisport

You can almost smell the salt air around this authentic and traditional Cape Cod home

Permanently beautiful Cape Cod design that's always in style

Two bedrooms with room for up to three more plus bath in expandable attic

Extra large, sliding door wardrobe closets

with "His" and "Her" closets in Master bedroom

Large luxurious and modern bath with shower and linen closet

Attractive dormers can provide extra charm, extra livability to upstairs rooms

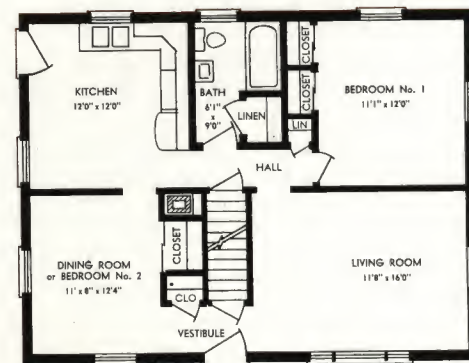
Well planned kitchen with plenty of room for family needs

Charming Cape Cod style multi-paned windows

enhance the traditional beauty of this home

Grossman's Home Centers are open all day where home counsellors are ready to answer all your questions about home ownership, designs, materials, financing and construction.

**NO DOWN PAYMENT**



**THE DENNISPORT**  
24'-8" x 32'-8"



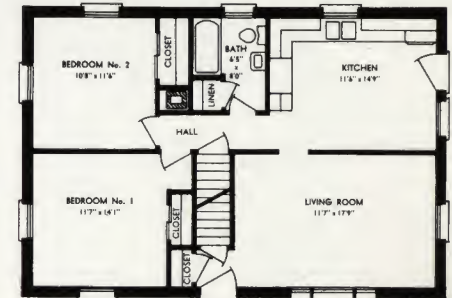
# Hyannisport

NO MONEY DOWN



- Beautiful cape cod home of enduring and charming design
- Large expandable attic can accommodate up to four additional rooms
- Spacious living room for family activity or entertaining
- Full-sized square bedrooms for excellent furniture arrangement
- Modern, fashion-designed bathroom with extra large linen closet
- Extra large bedroom, sliding door wardrobe closets
- Cape Cod windows with matching picture window in living room
- Beautiful Colonial Pilaster-style front entrance
- Wonderful family-sized kitchen with plenty of room for family dining in complete comfort

Grossman's can turn your dreams into livable reality . . .  
DO IT NOW! See Grossman today



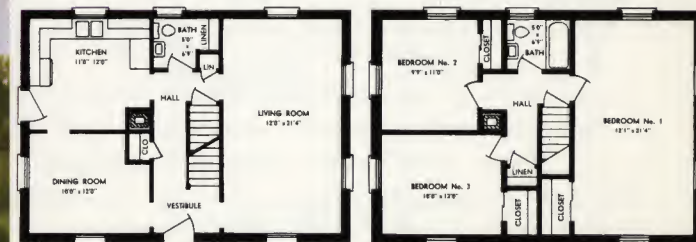
THE HYANNISPORT  
24'-0" x 36'-0"

# Mount Auburn



A sound, practical, two-story Colonial home for families preferring the privacy and quiet of upstairs sleeping area

- Impressive front to back 22 foot living room
- Large front privacy vestibule entrance with through-hall for excellent traffic pattern and air circulation
- Beautiful, modern "work-saver" kitchen
- Full size dining room for family or entertaining
- Full size modern bath upstairs with extra half-bath on first floor
- Huge 22' master bedroom with four windows for best cross ventilation



THE MOUNT AUBURN  
22'-0" x 32'-0"





# Hillsdale

A thoroughly modern home with the traditional appearance of early American

Extra large living room that features excellent wall space for good furniture arrangement

Beautiful, multi-panel panoramic-view picture window

Efficient work-saver kitchen with vinyl tile floor

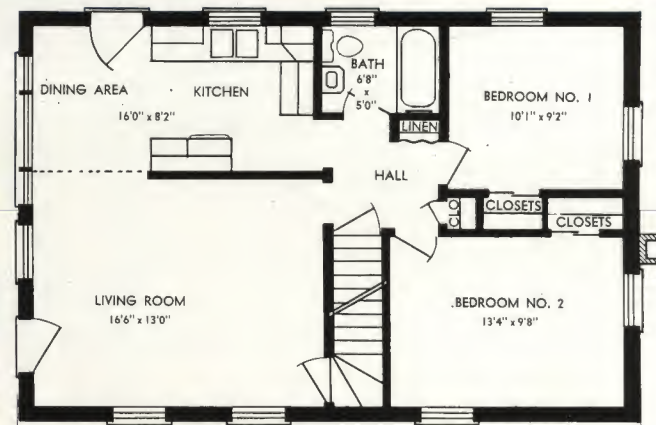
Smartly styled modern three piece bathroom

Complete the expandable attic and have two additional spacious comfortable bedrooms.

Bedrooms each with generous sized sliding-door wardrobe closets

EVERY Grossman Home features large rooms, especially good window areas, quality hardware, and planned interiors . . . features that make for easy, comfortable living

**NO DOWN PAYMENT**



THE HILLSDALE  
22'0" x 34'0"

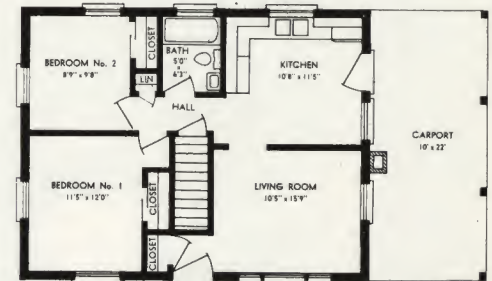


# Kingsley



... especially designed as a retirement, bachelor, or starter home ... features easy maintenance ... low up-keep ... quality throughout

- Spacious master bedroom plus spare bedroom
- Large living room with picture-view window
- Well organized open kitchen with plenty of room for meals
- Carport that can be readily converted into extra rooms for the growing family
- Completely private modern luxury bathroom



THE KINGSLEY  
22'-0" x 38'-8"

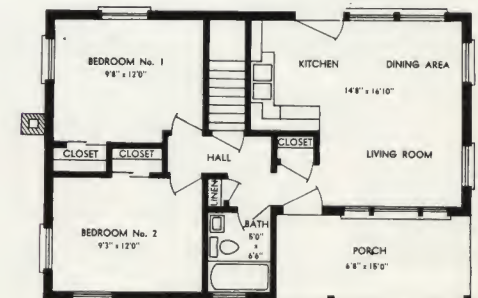
# Berkeley

NO MONEY DOWN



Simple elegance in a design that utilizes every inch of space ... ideal for a retirement, bachelor or starter home

- Front porch large enough for real outdoor relaxing and living
- Light and airy combination living room with picture view window
- Two cross ventilated bedrooms
- Guest clothes closet at front — privacy entrance
- Exterior finished with double course shingles
- Exterior Redwood panelling adding a decorative touch



THE BERKELEY  
22'-0" x 33'-0"



# Fairview



A spacious, comfortable, ranch home especially designed for families requiring just two bedrooms

One-story ranch for easy maintenance and leisurely living

Extra large master bedroom with roomy closet

Guest clothes closet handy to entrance

Large picture window living room with authentic brick fireplace

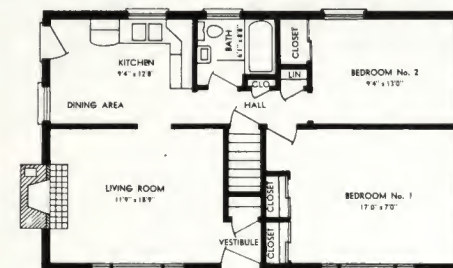
Beautifully styled fashion piece bathroom

Distinctive California Redwood exterior panel

Well planned, roomy and efficient family-sized kitchen

His and Hers Sliding-door wardrobe closet

A Grossman Home is a wise investment in security, happiness, and savings. Own your own home...and start reaping these benefits now!



THE FAIRVIEW  
22'-0" x 36'-8"

# Driftwood

NO DOWN PAYMENT



An enchanting, contemporary ranch . . . The Driftwood has the feeling of swaying palm trees and warm Florida sun

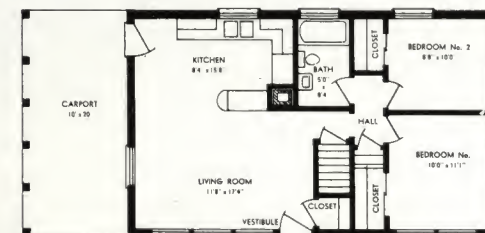
Huge living room with full-wall picture-view window

Two light, bright, airy bedrooms with extra-large awning windows

Spacious sliding-door wardrobe closets

Stylish, modern serving bar enhances the charm and beauty of the open kitchen and living room

Extra service carport . . . use it to protect your car . . . for family relaxation . . . or convert it into extra rooms at some future date.



THE DRIFTWOOD  
20'-8" x 44'-8"





# Davenport

SELECT THE FLOOR PLAN THAT SUITS YOUR NEED — 4 and 4 ROOMS . . . 5 and 3 ROOMS. The home that pays for itself . . . and enables you to live rent free because of the amazing low cost of this magnificent, spacious two family ranch home . . . the rental income alone from your tenant can pay for this home and YOU can live rent free

Comfortable bedrooms with sliding-door wardrobe closets  
Large living rooms with "picture" windows

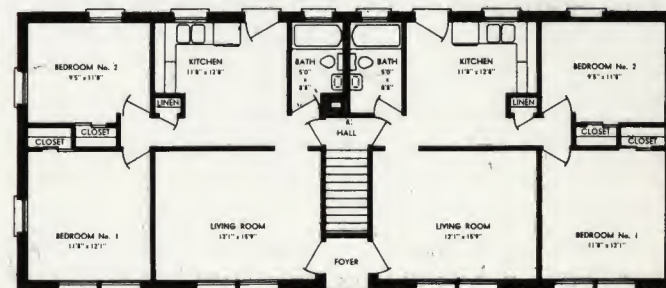
Efficient "work-saver" kitchens with dining areas

Modern, luxurious bath with shower

Efficient, economical perimeter heating

Specially designed for easy maintenance and low upkeep. Here's the opportunity of a lifetime for the "average family man" to supplement his income and make a double investment. You can have your own rent free PLUS income from your tenant.

**NO DOWN PAYMENT**




THE DAVENPORT DUPLEX  
24'-8" x 60'-8"



## HERE'S WHAT PEOPLE ARE SAYING ABOUT THE GROSSMAN HOME:

There are over 10,000 satisfied Grossman Home Owners. As positive proof that the Grossman Home is today's best home value . . . ASK THE MAN THAT BUILT ONE. Here are just a few descriptions that sincerely testify the Grossman Home is BEST.



"All of us want to thank you for helping us to own our own home. Without Grossman's we just couldn't have."

"We are so proud of our home. Thank you so very much."

"Without your program, we just couldn't have afforded to buy a home. My husband figures it would have cost us at least \$2600.00 to \$2900.00 more if we had bought through some other company. The difference would have been just too much for us."

"Every place we went they wanted a down payment. We just didn't have it. We were so discouraged, even the kids wouldn't come looking with us anymore. And then we saw your ad about the no down payment. We were skeptical but we had nothing to lose so off we went to Grossman's. We were so excited and relieved when we found out we could buy it without a down payment. As you know, we bought the Longwood, and we love it."

MR. & MRS. MYRON WOODWARD  
Lenox, Mass.

"We are very happy with our new Dakota home. It was so easy to get started, we should have built years ago."

MR. WILLIAM E. GRAY  
E. Rochester, N.H.

"The house is wonderful, we are very pleased with everything. We will be very pleased to recommend a Grossman Home to anyone who is planning or building."

MRS. EVERETT H. ADAMS  
Bangor, Maine

"We have one of your houses and are very happy with it. It is the finest way to get a home that we have ever discovered and heartily recommend Grossman's to anyone. In fact I have just recommended Grossman's to a friend."

MR. R. L. VARNUM  
Bristol, Conn.

"These compliments were voiced by many in the building trades of whom I have dealt. I shall always be an "endorser" for Grossman Homes. Thank you for your courteous services."

MR. J. KROBUSEK  
Danbury, Conn.

"Your Home Plan has made our dreams of many years come true. We will always remember the help and courtesies shown by your company and agent. My husband, being a carpenter could not get over the excellent quality of all your materials. We can only say thank you for giving us our chance at home ownership."

MR. WILLIS MacFADZEN  
Greenville, Maine

"I really felt satisfied with everything. I know that the Grossman Plan is the only way for a man to get started."

MRS. MERLE HOWARD  
Costigan, Maine

"We are completely satisfied in every way. Both are young and have talked a lot in the past about a home of our own but never dreamt we would be so lucky as to get one especially on such a wonderful plan as the Grossman's homes."

MR. & MRS. SAUNDERS  
Collinsville, Conn.

"We are grateful for everything your company has done for us and if it weren't for the name 'Grossman' we wouldn't have a home to call our own today."

**FOR POSITIVE PROOF THE GROSSMAN HOME IS BEST FOR YOU . . . ASK THE FAMILY WHO BUILT ONE. These testimonials and many, many more are on file in our offices available for your inspection. They positively prove the Grossman plan is best.**



## HERE'S WHAT PEOPLE ARE SAYING ABOUT THE GROSSMAN HOME:



There are over  
value . . . ASK

"All of us want  
own home. Wit

"We are so proud

"Without your p  
to buy a home.

at least \$2600.0

through some of

been just too many

"Every place we went they wanted a down payment. We just didn't have it. We were so discouraged, even the kids wouldn't come looking with us anymore. And then we saw your ad about the no down payment. We were skeptical but we had nothing to lose so off we went to Grossman's. We were so excited and relieved when we found out we could buy it without a down payment. As you know, we bought the Longwood, and we love it."

### BUSINESS REPLY CARD

NO POSTAGE STAMP NECESSARY IF MAILED IN THE U.S.A.

## GROSSMAN HOMES

130 GRANITE STREET

QUINCY 69, MASS.

FIRST CLASS  
PERMIT NO. 4606  
Sec. 34.9, P. L. & R.  
Boston, Mass.



**Mail  
This  
Postage  
Paid  
Card  
NOW!**

"Your Home Plan has made our dreams of many years come true. We will always remember the help and courtesies shown by your company and agent. My husband, being a carpenter could not get over the excellent quality of all your materials. We can only say thank you for giving us our chance at home ownership."

MR. WILLIS MacFADZEN  
Greenville, Maine

"I really felt satisfied with everything. I know that the Grossman Plan is the only way for a man to get started."

MRS. MERLE HOWARD  
Costigan, Maine

"We are completely satisfied in every way. Both are young and have talked a lot in the past about a home of our own but never dreamt we would be so lucky as to get one especially on such a wonderful plan as the Grossman's homes."

MR. & MRS. SAUNDERS  
Collinsville, Conn.

"We are grateful for everything your company has done for us and if it weren't for the name 'Grossman' we wouldn't have a home to call our own today."

**FOR POSITIVE PROOF THE GROSSMAN HOME IS BEST FOR YOU . . . ASK THE FAMILY WHO BUILT ONE. These testimonials and many, many more are on file in our offices available for your inspection. They positively prove the Grossman plan is best.**



# STOP PAYING RENT...

AT GROSSMAN'S YOUR RENT MONEY WILL BUY YOU A GROSSMAN HOME

LEARN HOW  
TO EARN  
EXTRA CASH

Mail  
This  
Postage  
Free  
Card  
To-day!

TEAR HERE

**GROSSMAN HOMES, 130 Granite St., Quincy 69, Mass.**

GENTLEMEN:

**Yes . . .** I want to earn extra money during my spare time.

Will you please send all the information to me right away.

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

TELEPHONE NUMBER \_\_\_\_\_

cases, less than what  
ID ACTUALLY OWN  
to believe . . . BUT IT  
DOWN and the very  
neone else, now goes to  
n HOME. Remember  
ut in owning your own  
years. DON'T DELAY  
ars paying rent. There  
o own your own home.  
ostage paid "free help"  
d to HOME OWNER-

art and see what your  
period of time in which  
a home PLUS added

YEARS  
AND SPENT

7,800

8,400

\$80 month

\$9,600

\$19,200

\$28,800

\$95 month

\$11,400

\$22,800

\$34,200

Now just imagine . . . if you owned a home worth \$14,000 . . . how much money would you have saved after 20 or 30 years?

## COMPARE . . . A HOME VS. A CAR INVESTMENT

Money you put in your home is a solid investment. Use the home for years and often get more than you paid for it. A car is a constant expense and you never get a full return. That New car will depreciate 30%

to 40% in value the minute you drive away from the dealer's showroom, and in a very few short years becomes practically worthless, whereas your home retains or grows in value.

**If You are Planning to Build a Home from Your Own Blueprints,  
Let GROSSMAN'S Give You A Free Estimate**

From the wide selection of homes in this book, Grossman's can satisfy your requirements. However, if you feel you would rather build a home from magazine plans, or sketches you now have, let Grossman's give you a FREE guaranteed estimate. There is absolutely no obligation to buy. In fact, if you desire, and at no cost to you, Grossman Home Counselors will study and analyze your plans and make recommendations and suggestions to save you money.





# STOP PAYING RENT...

AT GROSSMAN'S YOUR RENT MONEY WILL BUY YOU A GROSSMAN HOME

STOP AND THINK . . . and fully realize how easy it is to own a Grossman Home. You as a family are in all probability paying rent. Now . . . in paying rent, each and every single month for each and every single year that you live in someone else's house or apartment . . . **YOU MUST TAKE MONEY OUT OF YOUR POCKETBOOK AND PAY IT TO A LANDLORD.** In exchange he gives you a piece of paper . . . your rent receipt . . . a piece of paper that merely allows you to stay where you are, whether you really like it or not, for another thirty days. In effect you end up with nothing but a paper permit, good for one month.

NOW CONSIDER THE GROSSMAN HOME OWNERSHIP PLAN. WITH THIS VERY SAME RENT MONEY . . .

NOTHING MORE (and in many, many cases, less than what you are now paying) **YOU CAN BUY AND ACTUALLY OWN YOUR OWN HOME.** This may be hard to believe . . . **BUT IT IS TRUE. YOU NEED NO MONEY DOWN** and the very same rent money you formerly paid to someone else, now goes to work for **YOU**, paying for **YOUR** very own **HOME.** Remember . . . in renting you *never* stop paying . . . but in owning your own home you *stop paying* in a comparatively few years. **DON'T DELAY** any longer . . . stop wasting precious dollars paying rent. There is no better time **THAN RIGHT NOW** to own your own home.

Visit Grossman's or fill in and mail the postage paid "free help" card in this book . . . and get on the road to **HOME OWNERSHIP TODAY.**

## DO YOU KNOW WHAT YOUR RENT IS COSTING YOU?

IF YOUR PRESENT RENT IS . . .	IN 10 YEARS YOU PAID AND SPENT	IN 20 YEARS YOU PAID AND SPENT	IN 30 YEARS YOU PAID AND SPENT
\$55 month	\$6,600	\$13,200	\$19,800
\$65 month	\$7,800	\$15,600	\$23,400
\$80 month	\$9,600	\$19,200	\$28,800
\$95 month	\$11,400	\$22,800	\$34,200

LOOK at this simple but dramatic chart and see what your rent actually costs you during the same period of time in which you could have bought and paid for a home **PLUS** added substantially to your savings account . . .

Now just imagine . . . if you owned a home worth \$14,000 . . . how much money would you have saved after 20 or 30 years?

## COMPARE . . . A HOME VS. A CAR INVESTMENT

Money you put in your home is a solid investment. Use the home for years and often get more than you paid for it. A car is a constant expense and you never get a full return. That New car will depreciate 30%

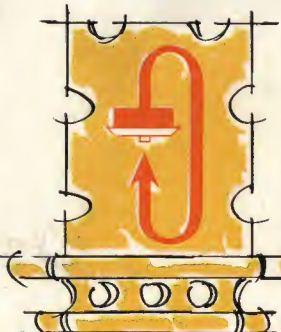
to 40% in value the minute you drive away from the dealer's showroom, and in a very few short years becomes practically worthless, whereas your home retains or grows in value.

### If You are Planning to Build a Home from Your Own Blueprints, Let GROSSMAN'S Give You A Free Estimate

From the wide selection of homes in this book, Grossman's can satisfy your requirements. However, if you feel you would rather build a home from magazine plans, or sketches you now have, let Grossman's give you a **FREE** guaranteed estimate. There is absolutely no obligation to buy. In fact, if you desire, and at no cost to you, Grossman Home Counselors will study and analyze your plans and make recommendations and suggestions to save you money.







GRACIOUS LIVING

THE KEY TO GROSSMAN'S

**GROSSMAN'S**  
130 GRANITE STREET  
QUINCY 69, MASS.

RETURN POSTAGE GUARANTEED

BULK RATE  
U. S. POSTAGE  
PAID  
Permit #2923  
BOSTON, MASS.



MAIN OFFICE: 130 GRANITE STREET  
QUINCY 69, MASSACHUSETTS  
President 3-7100

# OWN YOUR OWN GROSSMAN QUALITY HOME AT LOW COST

- NO DOWN PAYMENT • A COMPLETE HOMES PROGRAM
- SAVE AS MUCH AS \$3500. • EASY RENT-LIKE PAYMENTS

See Your Local Grossman Dealer Today!

W. A. LANGFORD  
GROSSMAN'S MODEL HOME  
223 RIVER ST., WOOD, R. I.  
POPULAR 7-2415

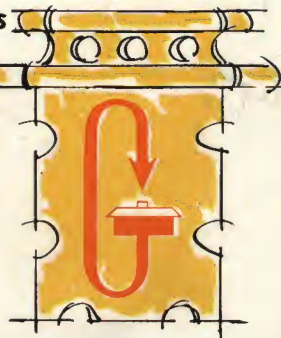
Get Started Now . . . Own Your Own Home . . . See Your Local Grossman Dealer Today





THE KEY TO GROSSMAN'S

GRACIOUS LIVING



**GROSSMAN'S**

130 GRANITE STREET  
QUINCY 69, MASS.

BULK RATE  
U. S. POSTAGE

**PAID**

Permit #2923  
BOSTON, MASS.

RETURN POSTAGE GUARANTEED



MAIN OFFICE: 130 GRANITE STREET  
QUINCY 69, MASSACHUSETTS  
PResident 3-7100

# OWN YOUR OWN GROSSMAN QUALITY HOME AT LOW COST

- NO DOWN PAYMENT • A COMPLETE HOMES PROGRAM
- SAVE AS MUCH AS \$3500. • EASY RENT-LIKE PAYMENTS

See Your Local Grossman Dealer Today!

W. A. LANGFORD  
GROSSMAN'S MODEL HOME  
333 RIVER ST., WOON., R. I.  
POPLAR 7-2415

Get Started Now . . . Own Your Own Home . . . See Your Local Grossman Dealer Today